



PASADENA
SHOWCASE
HOUSE
for the Arts

Just in Showcase

January 2022



Next General Meeting

Wednesday, February 9, 2022

@4:00pm by Zoom

President's Message

Marti Farley

Welcome to the first issue of JIS for 2022.

The Board of Directors has been working diligently to implement the recommendations of the Organizational Advancement Committee (OAC) that was created in 2020 by Barbara Damerel, past president, and chaired by Matt McIntyre. While progress has been made, there are still recommendations to be explored and refinements to recently approved bylaw changes that need to be considered. The Policies and Procedures Committee will continue to review the findings from the OAC and make recommendations to the Board for consideration. The purpose of these proposed changes is to make our organization relevant in today's volunteer environment.

There is exciting news regarding our music programs.

Sally Hazen, Instrumental Competition Chair, is busy implementing our revised Instrumental Competition which now focuses on high school students. The Instrumental Competition finals will be held on March 19 at the Pasadena Music

Board of Directors

Marti Farley

President

Christine Upton

First Vice President

Vikki Sung

Second Vice President Benefit
Liaison

Suzanne Hart

Third Vice President Finance

Undine Schwarz

Fourth Vice President Gifts &
Grants

Dotty Ewing

Membership

Lisa Loeffler

Secretary

Barbara Damerel

Advisor / Parliamentarian

Benefit Chair-Elect

Anality Park

Hospitality

Sally Hazen

Conservatory. Stay tuned for more information.

Our beloved Music Mobile program which introduces 3rd graders to symphonic music has been on hiatus since 2020 due to COVID19. We are taking this opportunity to reimagine the program. We are exploring ideas that include music from around the world, 21st century technology, and a program that engages students on multiple levels.

On the party front, kudos to Marybeth Rehman-Dittu, Kerri Terrell, and Shari Domenghini for an over-the-top Empty House Party! Vikki Sung's Benefit Leadership Team report gives all the details.

The amazing transformation of our 2022 Showcase is now underway. Marilyn Anderson, Lydia Rubin, Jennifer Jones, Susie Aguirre, Debra Qurtman, Elsa Balding, and Holly Shearer are busy getting addenda approved and overseeing the exciting modifications. Special thanks to Matt McIntyre for getting our office set up, arranging for portable toilets, securing the house, and protecting the floors.

Pre-staffing is scheduled to begin on February 14. Be on the lookout for sign-up information from our talented staffing team, Christina Louie and Lana Moore.

Instrumental Competition

Lani Moore
Music Mobile™

Barbara Lake
Youth Concert

Colleen Robertson
Provisional

Garrett Collins
Public Relations / Marketing

Cathy Hilton
Publications

Matt McIntyre
Season Tickets

Jenny Chiang
Treasurer

Honorary Members

**Marilyn Anderson & Dana
Marevich**
Archivist / Historian

Erin Dundee & Lynn Mehl
Associate Representatives

Undine Schwarz
Financial Review

1st VP Policies and Procedures

Christine Upton

The Policies & Procedures Committee undertook the process of implementing recommendations from the Organizational Advancement Committee (OAC) appointed by last year's President, Barbara Damerel, and chaired by Matt McIntyre. This necessitated changes to our Bylaws and policies. The specific policies needed that needed to be changed and the language to do so was discussed and approved first at meetings of the Policies & Procedures Committee, then by our Board, and all changes have now been approved by the membership at the January General Meeting.

One recommendation required an amendment to Article III, Section B. Applications for a Provisional Member. The OAC recommended that membership applications be submitted throughout the year instead of having the June Board meeting be the cutoff date each year. The Bylaw now provides that applications approved by the Membership Committee are to be submitted for approval to the Board at meetings from June through January of the following year. This maintains a cohesive class of new members each year but still provides for flexibility in accepting new members.

The second OAC recommendation required an amendment to Bylaw Article III, Section D. Membership

Descriptions, Benefits, and Requirements. The OAC recommended that the service requirement for Active members be reduced from ten Showcase shifts to eight and that members not have a separate pre-staffing and Showcase staffing requirement. The OAC also recommended that the years of service for eligibility to become an Associate member be increased from six years to eight years. The OAC did not make a recommendation for member service requirements or years of eligibility for Business members, nor did it have a recommendation on the application of this change for current members who have varying years of service and categories of membership. These issues were discussed by the Policies & Procedures Committee; its recommendations were presented to the Board. The Bylaw amendment approved by the Board was approved by the membership at the January meeting.

The changes in membership service requirements will take effect for members joining PSHA in June 2022 and thereafter. The new service requirements will be: for New members and Active members – a total of ten shifts, which may be either pre-staffing, Showcase shifts, or a combination. A New Member or an Active member may buy out of four shifts. Eight years of Active membership are required to be eligible to become an Associate member. Members joining in 2022, who elect Business status after their first year, will have a service requirement of six shifts, which may be either pre-staffing or Showcase shifts. A Business member may buy out of three shifts and will need fourteen years as a Business member to be eligible to become an Associate member.

Current Active and Business members will have no changes to their membership service requirements, or years of service for Associate eligibility unless they are Active or Business members that have completed the years of service to be eligible for Associate membership. For those members, as of June 2022, they may avail themselves of the new service requirements. For current Active & Business members, as they complete the years of membership under the previous requirements, and if they continue as Active or Business members rather than electing Associate membership, they too may avail themselves of the new reduced service requirements.

A third Bylaw amendment of Article V Financial Policies, paragraph. 2. Season Tickets was also approved at the January General Meeting. The specific dollar amount for members to purchase tickets at Walt Disney Concert Hall or boxes at the Hollywood Bowl was removed from the Bylaw. The price will now be determined by the President and Season Ticket chair.

These Bylaw amendments and other amendments approved by the Board for the Policies & Procedures Manual will be uploaded to our website shortly. Members with questions about how the new membership service requirements will apply to them should feel free to contact me. And, as always, all members who have suggestions to change or improve our policies are encouraged to submit an issue paper for consideration by the Policies & Procedures Committee. A template for an Issue Paper is in the Members' section of our website. Issue papers can be presented anonymously so that the Committee's discussion would not be influenced by who authored it.

Members of our Policies and Procedures Committee undertook a big assignment this year and were dedicated and diligent in working through these proposals. Thank you to ex-officio members Marti Farley and Dotty Ewing, to elected members Susan Barilich, Jennifer Jones, Dana Marevich, and appointees, Lynne Graves & Debra Qurtman. Thanks also to the Board members whose thoughtful discussion at the Board meetings improved the final recommended Bylaw amendment. This organization has been improved by your efforts. We owe you all a debt of gratitude.

Benefit Leadership Team

Vikki Sung

The Empty House Party, *Savor the Flavors of the World*, chaired by Kerri Terrill and Shari Domenghini under the “super” vision of event queen Marybeth Rehman-Dittu, took place on Friday, January 21. Operating under unique pandemic circumstances, the partying took place in the Welcome Garden under a fabulous crystal clear tent. The wine, donated by San Antonio Winery, flowed freely. Not even the gale force winds could blow the festivities. Over 350 guests feasted on sushi, Mexican food, Korean tacos, desserts, and more. Caterers included Portos Bakery, Mijares Mexican Restaurant, Fish King, Kogi truck, and JR Party Planning.

Lisa Loeffler arranged a perfect parking location in Alhambra and the shuttles that carried our guests.

We currently have 21 interior and exterior designers, with one more designer close to signing.

The Core team has begun staffing the house. Pre-staffing sign-ups for members will begin at the end of January/early February. Pre-staffing shifts will begin on February 14. Due to the Omicron surge, we are requiring members who staff to be vaccinated and for masks to be worn at all times inside the house. Please send proof of vaccination to Christina Louie at louie.christina@gmail.com.



Tickets — Garrett Collins

Ticket sales are already strong for the 2022 Pasadena Showcase House of Design. We have sold 1,762 Golden Tickets and 73 Insider Packages (which includes entry to the Empty House Party and Premiere Night), both of which are more than any prior Showcase. We anticipate this early enthusiasm will feed into our regular tickets going on sale in a few weeks.

Shops — Lynn Mehl

Start saving your money and clearing your credit cards for ***The Shops at Showcase***. We received 40 applications for this year's *Shops*. Twenty were selected with a nice blend of 15 returning and 5 new. If we can squeeze a little more room we may add one or two more. We are sure you will be pleased.

Premier Night Auction — Annelise Dachel

We are excited to announce the addition of both a live and silent auction at Premier Night this year. We have secured an amazing auctioneer...now we need amazing auction items! The live auction will have “big ticket” items i.e., vacation homes, exclusive experiences, cars, etc. (anyone have a tax write-off in their garage?). Our silent auction will be online and accessible throughout the evening. Services are a great auction donation and a great way to promote your favorite restaurant, florist, or spa. Beauty packages are great sellers! A gift card or donation from your favorite aesthetician/ dermatologist for facials, laser treatments, Botox or injectables does incredibly well. Maybe you have collectibles, art, antiques, or signed sports memorabilia that need a new home? A day with a personal organizer or assistant? Yes, please!!

We really need your help to make this auction successful. We thank you in advance for your kind generosity. If you have items to donate, please contact Annelise Dachel at annelisedachel@gmail.com

3rd VP Finance

Suzanne Hart

Here are the summary results from all our fundraising activities from last year. It includes our efforts on UV:56, Showcase Strong, June Bloom, Patrons, and Sponsors. These results demonstrate how resilient, committed, and capable our membership truly is.

**Pasadena Showcase House for the Arts
2020-2021 Annual Benefits Results
8/1/21**

	Receipts	Expense	Net Income
Tickets			
AOP (UV:56)	14,498		
Special Events	317,121		
Ticket Refunds	-25		
	331,593	8,814	322,779
Program	3,500	16,550	-13,050
Patrons	23,650	1,116	22,534
Sponsorships	15,000		15,000
Empty House Event	85		85
Hospitality	4,575	4,564	11
Accountants/Audit	127	23,223	-23,095
Bank Service Charges		14,033	-14,033
Benefit Chair		10,100	-10,100
Exterior		4,908	-4,908
Graphics		116	-116
House Operations		20,739	-20,739
Insurance & Legal		9,282	-9,282
Interior		1,666	-1,666
PR/Marketing		2,620	-2,620
Structures		-5,082	5,082
Telephones & Computer		216	-216
Combined Benefit Results	378,531	112,865	265,665

4th VP Gifts & Grants

Undine Schwarz

The Gifts & Grants Committee met via Zoom on January 16. At that time, 60 grant requests were distributed to committee members for evaluation. There were many exciting projects to assess. The variety of organizations we support is amazing. To think that we have a part in providing music therapy to children and adults; bestowing much-needed equipment upon schools for their music programs; granting assistance for performances benefitting both adults and children; and, of course, supporting our outstanding Los Angeles Philharmonic. All members of PSHA should seek to serve on the Gifts & Grants Committee at some time. The experience will greatly expand your appreciation of all of the good that PSHA can do within our metropolitan community.

Membership

Dotty Ewing

Membership Momentum! The Membership Committee is pleased to announce that the Board has approved four new members so our total gain in new friends and “helping hands” is 18 for the 2021/22 term...to date. Please be sure and reach out, new and current members alike, to meet and help each other learn and achieve as we head towards the MOST intense season for Pasadena Showcase... preparing, opening, and serving at THE HOUSE. Thanks in advance for ALL you each do!

PATRONS

I am overwhelmed by the generosity of our members and our community. Our Patron Campaign this year generated almost twice what we have seen in past years, and much of it is from all of you. You are wonderful and the Board and I are grateful. We hope you all enjoyed Empty House Party and can spread our celebration with your Tour Gift Certificates and more. Thank you!

Advisor/Parliamentarian

Barbara Damerel

The nominating process has begun to compile recommendations from the membership for roles you might consider, or recommendations of other members, to lead the organization for the 2022/23 year. Recommendations or self-nominations are **critically** important in slating members for the Board of Directors and the Standing Committees.

All members can easily indicate preferences by accessing the online questionnaire. Go to our website, pasadenashowcase.org; on the left side of the calendar screen is the nominations preference form. Please review the job descriptions, instructions, and guidelines. The questionnaire closes Monday, January 31, 2022, at 5pm. When you submit your entry, a confirmation page will open you can print for your records. You may resubmit, but the last submission will be the one used.

If you have problems, questions, or concerns regarding logging into the website or submitting your preference, please contact Cathy Hilton, Publications Chair at hilton.cathy@gmail.com. If you have any nominating questions, please feel free to contact me, Barbara Damerel at barbaradamerel.psha@gmail.com.

Again this questionnaire is for the Board of Directors and Standing Committees, the Benefit Committee position questionnaire will come at a later date.

Provisional Committee

Colleen Robertson

Thanks to the efforts of Dotty Ewing and the Membership Committee, we currently have 18 Provisional Members which includes 4 who were approved at the January Board Meeting. Also, because of the extended and continuing addition of members, on the recommendation of the Board, I have added Dotty Ewing as my Co-Chair for the Provisional Committee.

Our wonderful new members are already active on various Benefit Committees, and eleven of them attended the Empty House Party on January 21 and helped with ticket check-in and other duties. Our next "meeting" (whether in person or by Zoom) will involve training in using Stars for staffing sign-ups, with help from Cathy Hilton and Lani Moore.

Our members have been introduced to all of the new members at General Meetings, except our last two who were approved at the December Board Meeting. Please make an effort to meet and get to know our newest members:

Suzanne Gilman - Recommended by Jennifer Jones

Suzanne has a degree from Dartmouth University and an MBA in Finance from the University of Chicago Booth Graduate School of Business. She has served as Chief Financial Officer and Controller for many different types of companies, including AeroVironment, Inc., Klune Industries, Inc., Flynt Management Group, and the 2015 Special Olympics World Games Organizing Committee, to name a few.

Suzanne's community service includes long-term involvement with The Cancer Support Community in Pasadena, including Board Chairman for ten years. She is fluent in French and Spanish, and we have already enlisted her to help with Shops Treasury for the 2022 Benefit!

Yin Yin Huang - Recommended by Michele Lembo

Yin Yin is a concert pianist who has owned her own music school for 30 years, The Acevedo Music Studio. She has also served as Artistic Director for the Two Cranes Music Festival for ten years and as President and CEO of the Acevedo Music and Arts Education Foundation for sixteen years.

Her community service, besides her extensive involvement in music education, includes serving as an Elder in the First Taiwanese Presbyterian Church for many years. Yin Yin's interest in music and arts education, as well as interior design, makes her association with the Pasadena Showcase House a natural!

Public Relations

Garrett Collins

Thank you to all of the members who contributed to making the Empty House Party such a success. As a PR event, it was a wonderful opportunity for us to engage all of our media partners as we officially kick off "Showcase Season." I want to thank our PR Committee (Ardie Hood, Charlotte Lacey, Michele Lembo, Ying Ying Lin, Linda Shen, and honorary member Dana Marevich) for their excellent hospitality and warm welcoming of the media. We will be sure to share out post-EHP media coverage when we see them! As we move forward through the next few months, I also want to thank the many members from across the Benefit Committee that we will rely on for information, stories, and access—thank you in advance!

REGULAR TICKETS ARE GOING ON SALE FOR THE 2022 SHOWCASE HOUSE!

Timed-entry tickets are going on sale. Tickets for April 24 – May 1 are going on sale January 26 as part of our "Premiere Week Presale." Tickets for remaining tour dates (May 3 – May 22) will go on sale on February 9. Tickets are available at tickets.pasadenashowcase.org.

Gift Certificates are still available. Gift certificates can be purchased at pasadenashowcase.org/giftcertificates. Please this link is just for members and not meant to be shared with the public. \$45 Gift Certificates are good for any day/time and presented as a beautiful certificate. Gift certificates will be sold until Tuesday, March 8.

Members tickets will be available beginning at the March General Meeting on Wednesday, March 9. \$30 Member Tickets are valid for afternoon entry (1:30 - closing). Member tickets are digital but can be printed by request.

We are working with a new ticketing vendor, new technology, and a new phone room for customer service. We are printing our own tickets! And we're all learning as we go. If you have any questions about tickets, please don't hesitate to call or email me (831-320-3930 or garrettmcollins@gmail.com). Try not to contact our public-facing ticket contacts (626.606.1600 and tickets@pasadenashowcase.org), as we incur a charge with each email and phone call.

Publications

Cathy Hilton

Are you able to log in to the website? Website access is necessary to fill out surveys, find forms, and sign-up for staffing. You will also find the latest PSHA news and Roster updates there, so please take a moment to be sure you can log in to your member's account at pasadenashowcase.org. You can use either your username (Firstname.Lastname) or your email address along with your password to log in. Not sure you remember your password? Get assistance resetting it by contacting me at hilton.cathy@gmail.com

Associates

Erin Dundee & Lynn Mehl

Happy New Year and wishes for good health in 2022!

It is wonderful seeing so many Associates becoming involved in the 2022 Showcase House of Design. It is going to be one fantastic house! Many of you are serving as chairs and co-chairs of committees as well as taking on a number of other positions. We know your early showcase adventures have left indelible memories that keep you coming back for more! We encourage your involvement by participating on a committee, staffing, and becoming a Patron.

We are scheduling a fun (secret) event in March so watch for more information in the monthly *Associates' Newsletter*. Please feel free to contact either of us if you have questions/comments/concerns.

Stay well!

Important Dates

Now through Monday, January 31 at 5pm - Website Questionnaire open for Nominations to the 2023/24 Board and Standing Committees

Tuesday, February 1 at 9am - Lydia's Lacy Park Walk

Monday, February 14 - Pre-staffing shifts begin

Sending Happy Birthday Wishes!



1/7 Suzanne Sposato
1/9 Jacqueline Blank
1/9 Sally Hazen
1/11 Irene Wan
1/11 Jan Wiles
1/13 Patricia Kent
1/14 Lynne Graves
1/15 Nicole DeWeese-Quiroz
1/15 Susan Mahlmann
1/16 Mary Gillham
1/19 Donna Brambila
1/19 Debra Scott
1/20 Fran Banta
1/21 Illona Neff
1/24 Cindy McNeish
1/25 Shari Domenghini
1/28 Lani Moore
1/28 Deborah Rodin
1/29 Michelle Liset

2/1 Vikki Sung
2/1 Linda Zimmer
2/5 Lisa Loeffler
2/12 Jean Crabtree
2/12 Janet Dahl Willcox
2/16 Colleen Robertson
2/16 Priscilla Stephens
2/17 Rosemary Simmons
2/17 Danielle Takata-Herring
2/18 Suzanne Gilman
2/18 Yolonda Hamilton
2/18 Janet Webb
2/22 Diane Boysen
2/22 Judith Epley
2/24 Mardi Mann

Not getting PSHA emails?

Please be sure these are included in your email contacts:

president@pasadenashowcase.org

psha@pasadenashowcase.org

emailadmin@pasadenashowcase.org

Thank you for your time, effort, and dedication to PSHA



[View this email in your browser](#)

Pasadena Showcase House for the Arts

P.O. Box 93486
Pasadena, CA 91109
626.578.8500

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